R J Reynolds
Tobacco Company

June 11, 1993

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RE: Regional Meeting Information

Gentlemen:

Attached is the handout for the last topic discussed at our Regional meeting on Wednesday, June 9.

One item that I failed to cover was Telemarketing. This program is successfully being worked in both the Boston and Hartford Regions. Listed below is a recap of how Selects will be used in Telemarketing:

* Telemarketing: Phone calls to retail accounts

* Retail Accounts Involved: A select number of C calls and all D calls

* The phone calls are made by one or two current Part-Time employees in each Division Office (outgoing personality and courteous phone manners)

* Target list comes from SIS

* The WINSTON Select Telemarketing Program in Buffalo:

- The Part-Timer calls the C or D retail account with this opening line -

"My name is _____, and I work for R. J. Reynolds Tobacco Company. The reason that I'm calling you is because your cigarette supplier said that your store is on his list for Buy-One-Get-One-Free Promotions."

- According to the two Regions, this opening line immediately gets the retailer's interest and all say yes, they do want B1G1F's.

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/rpjn0000

At this point, the Part-Timer explains -

"Since you are interested in B1G1F Promotions, I wanted to let you know that WINSTON Select Soft Pack and Box is now available until September 30th as a B1G1F on-going promotion. Just order WINSTON Select on your next order."

When you think about it, with over 4,200 D calls in the Region, this is an excellent means of informing the lower volume calls. The average phone call takes between 3 and 4 minutes and one person can easily contact 70 to 100 retail accounts in an 8 hour day.

Take the time to think about this concept. I would like to hear your thoughts on how this program can be worked in your Division.

Sincerely,

Mark

M. A. Young

MAY/ams

Attachment

cc: G. N. Kuruc, Jr.

A-1/M-4

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Source: https://www.industrydocuments.ucsf.edu/docs/rpjn0000